

Are You Ready For The Black Health Challenge?

Black Health Alliance Challenges the Community to Get Fit and Stay Healthy.

TORONTO, April 19, 2010 – People of all fitness levels are invited to participate in the inaugural Black Health Challenge. The goal of this culturally specific, lifestyle intervention program is to help members of the Black community lead healthier, happier lives by increasing their nutrition knowledge and engaging in creative physical activity and stress management.

Beginning in May 2010, join the Black Health Alliance (BHA), TAIBU Community Health Centre and community partners as they launch the FREE 12 week program that will challenge your health IQ and transform your body.

The Black Health Challenges promises to help you lose weight, get into shape, feel energized, reduce stress and look great. The challenge registered dietitian, nutritionist and professional chef will help you make healthier food choices, incorporate your favourite foods into a healthy diet, prepare quick, nutritious and delicious meals, and dine fine on a dime.

Each week, certified fitness instructors will take you through the paces of an exhilarating class of Reggaerobics, Socacise, New-Being Yoga or Walk to Run. There will also be stress management tips to ensure that you choose the method that's right for you.

Following the 12 week program, participants will be more than prepared to participate in the Beat D' Island Rhythm 5 mile (8km) run/walk on July 29th 2010 at Downsview Park. Set to a mix of soca, calypso, reggae, and R&B music this health promotion fundraising event will attract competitive and non-competitive participants while supporting community organizations and the Black Health Project.

Since its inception in 2000, the BHA has developed a community-based network of organizations and individuals working in collaboration to improve the health and well-being of Canada's diverse Black communities.

Health research conducted by the University of Toronto, the Heart and Stroke Foundation, the Canadian Diabetes Association, and others, have shown that, compared to other populations, people of African or Caribbean descent are more likely to develop high blood pressure (hypertension), heart disease and stroke, type 2 diabetes and its complications, and several other chronic, debilitating conditions.

BHA and its partners are delighted to present this program which will have a positive effect on these health statistics by initiating preventive measures such as the Black Health Challenge

The Black Health Challenge 12 week program and Beat D' Island Rhythm run/walk, will motivate and support you in achieving and sustaining your health and fitness goals. Are you ready for the challenge?

For information on registering for the Black Health Challenge nearest you call 416-644-3539 x 225 or email blackhealth2010@gmail.com. For information on the Black Health Project go to www.blackhealthalliance.ca. You can also check out our fan page on Facebook.